

ABSTRACT OF THE DISCLOSURE

There is disclosed a liquid crystal display apparatus having high motion image display performance. After preset writing, polarities are reversed between double and quadruple speeds of a normal speed to carry out writing. Accordingly, en-block black wiring on a full surface of screen and in-frame AC driving are achieved. By combining this with intermittent lighting of an illuminator, high motion image display performance is achieved. Scanning is started from one line or a pair of adjacent lines, one or more lines being present in the screen, and the scanning is carried out in both upper and lower directions with the one line or the pair of adjacent lines set as a reference. Thus, discontinuity of luminance in the screen is prevented, and high display performance is achieved.